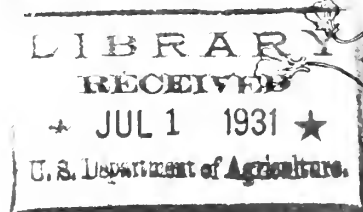


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.





350 blooms Steele's Mastodon Pansies from our open seed fields. We are the originators and the only growers of Steele's Mastodon Pansy Seed

WHOLESALE ONLY

# Steele's Pansy Gardens

Since 1893

East 42nd at Powell Street  
Portland, Oregon, U. S. A.

E. J. Steele, Manager  
M. I. Steele, Secretary

1931

1. Free with each order of \$2.75 or more we will mail, postpaid, our beautiful four-color pansy poster—painting of five grand flowers, by Miss Winifred Walker, official artist of the Royal Horticultural Society of London. (One picture only to each customer.)
2. Or, to anyone, we will mail prepaid same, unmounted—no advertising—at per copy, 25c. Stamps O. K. See Page 2.

Air Mail Orders from Atlantic States Reach Us in 40 Hours. Postage 5c



E. J. STEELE

## Do Dreams Come True?

Dear Neighbor:

Did that beautiful dream of yours come true? Did you try hard to make it come true? If you tried and failed, perhaps it is because you didn't try hard enough.

This is my dream that came true: Superb pansies, blue—sea blue; red—flaming red; gold—not white, but yellow gold; and other rare and beautiful shades—those baffling, iridescent shades nowhere to be seen as in pansies. All of wondrous size, color, form and substance.

Then an artist of world-wide reputation to transfer the glory of these flowers to canvas—a painting as lovely and beautiful as the flowers that nature painted in our garden.

Then an artisan—an engraver of international renown—to reproduce this marvelous picture so that you, and you, and you could see them, though thousands of miles away, even as well as we see them every day, growing in our gardens.

Last of all the printer, and what a wonderful job of the pressman it was. Do you wish to see this dream that came true? See front page.

### PREPARING BED FOR GERMINATING SEED.

1. Have your soil clean and pulverized to a depth of six or more inches.
2. On the level surface spread evenly a layer of pulverized manure, compost preferred, to a depth of at least one inch.
3. Overlay manure with half inch of the best soil you have, thoroughly pulverized.
4. Rake down and tamp surface true and smooth.
5. Soak down the bed several inches.
6. Sow in drills or broadcast—drills are better.
7. Cover as lightly as possible with your best soil or sand. Sand is best.
8. Use spray of water to moisten surface.
9. Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet, until plants come up.

We use cheapest grade of muslin to retain moisture. As soon as plants begin to come through freely we remove sheeting permanently, and sift tops of beds with thin layer of peat moss. To avoid damping off, water young seedlings **very sparingly**.

Never allow your beds to become dry. Any dryness after seeds sprout is absolutely fatal. These directions are for sowing in the open field, but will apply when using flats or cold frames. We use 85 to 100 square feet to sow an ounce of seed broadcast.

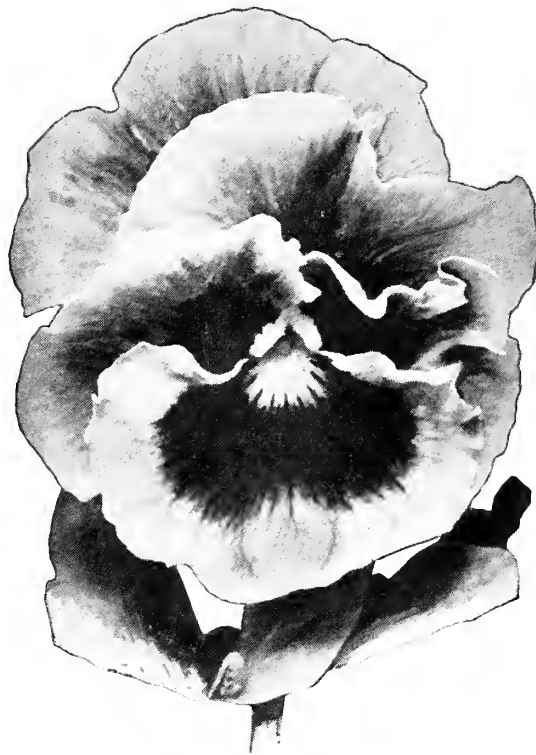
Alternate your pansy crop with some other crop.

**THE UNUSUALLY HIGH GERMINATING QUALITIES OF MASTODON PANSY SEED** is a revelation to all extensive growers who use our stock.

### LEST YOU FORGET.

We are originators of Mastodon Pansies, and any seed offered as "Mastodon" is not genuine unless grown in our gardens.

*E. J. Steele*  
Manager.



MASTODON PANSY



# STEELE'S PANSY GARDENS

PORTLAND, OREGON

Howdy, Folks!

Mrs. Steele speaking—the "M. I. Steele" you've noticed in our publicity.

My husband, E. J., says, "You butt in too much in this business". I says, Listen! You have two acres in the city gardens and thirty-four acres out at the ranch. You've spent thousands of dollars out there bringing in a huge flowing well for irrigation purposes; you've installed an electric automatic pumping plant and thousands of feet of water mains; you've just built a big up-to-the-minute comfort station and dining room for the women seed pickers; you're replacing tumble-down fences with iron; and now you are building a big two-story warehouse for curing and storing your seed, etc.

Besides, the ranch, so near the city, cost a fortune. Donner Wetter, but what a lot of money you are spending! And your payroll! Boy! It was over \$10,000.00 last year!

The other day Bertha said to me: "Mrs. Steele, there is one mystery about this industry I could never solve: How can Mr. Steele pay all these bills?" And you don't grow a darned thing but pansies. What's the big idea? Answer me that!

"To answer that, Madam, is too long a story, but I'll mention one item of expense: It takes at least five long years to develop a new strain of pansies; even after that it is a constant battle to keep up the quality, and quality the public demands, and if we don't furnish it we are at the end of the trail."

And here's his alibi as to why I should not "butt in": "Lady, as the junior member of this partnership you did your bit in those early days of our career. You raised our family of five children, all living and going strong; from their good conduct and high achievements it seems that they must have inherited many of their fine characteristics from their dad."

"Your success in rearing our family was the result of your ambition to specialize in that vocation. Now the five children are all grown up and gone except 'Bud', and you have finished your job, only that the partnership check book is always at your service."

Just a minute, Mr. Smarty! During thirteen years that you held a principalship in the Portland Public Schools at a measly salary, it was I who carried on the pansy business, and when you wanted to borrow any money you got it from me, and I am quite sure that you never did pay back all I loaned you, either.

Besides, I still take your phone calls and telegrams, and carry the mails, drive visitors out to the ranch, do errands of every kind and description. By the way, what do I get for my next birthday? That's fine. Now, tell me, what is a specialist?

"He is one who devotes himself to, or has a special knowledge of some particular subject.

"Moses was a specialist. He told his people that he would free them from bondage, and after the forty years in the wilderness, he led them into the promised land—a land flowing with milk and honey.

"Thirty-eight years specializing in pansies only—have we reached perfection? Have we come to the promised land? Not yet, lady, but we hope we are on the way."

Well, folks, this husband of mine handles excuses like a ringmaster handles the elephants. Perhaps there may be a modicum of truth in all he says.

But don't you think I still have the right to "butt in" if I want to? Anyway, I won't quarrel with the check book. Oh, yes! I wonder what he is going to get me for next Christmas.

Do come and see us some time.

*May I. Steele*





*Does Mrs. Rands know her job?  
I'll say she does.—E. J. S.*

# STEELE'S PANSY GARDENS

PORTLAND, OREGON, U. S. A.

HOWDY, FOLKS!

The Time is early summer.

The Place, Mr. Steele's ranch.

The Occasion. It's the pansy harvest parade.

We stand beside the new Pacific Super-highway that bisects the ranch, looking east. To the left is the "big field" stretching far across the little valley to the big hills beyond. Near to us is a wide ribbon of meadow for a screen, and then another field of pansies, and then another ribbon of meadow and another field of pansies.

What a blaze of glory and a panorama of nature's splendor that paradise never equalled and never saw! Hundreds of thousands of blooms of every color of the rainbow, and every year in every way they are getting better and better.

Who are we? We are the seed pickers. We are mostly housewives and neighbors. The most of us have been coming back for years past. We have a nice large community building, constructed for our convenience.

Twelve is a normal crew of pickers, but we have had as high as twenty on the payroll. And the harvest lasts from early summer whenever the bumble bees have come before us to pollinate the flowers, and until early fall. It's a strange truth, but without the bumble bees for pollination there would be no happy days or payrolls at Mr. Steele's ranch.

## THE HARVEST

Each picker takes into the field with her a No. 2 splint basket and a thin muslin sugar sack with a colored key tag patterned to identify the variety that is ready to pick, thus avoiding the danger of mixing the seed. At the close of the day it is my duty to see that the day's picking is put into sacks described above, a basket to a sack, properly tagged with date of picking. Then it is ready for curing.

What wonderful plants these seed bearers are! The broad leaf, dark green foliage, the huge blooms, ripe seed, green seed, and blossoms all summer long. The fields in charge of "Junior" Steele, every plant is as spick and span as a drum major; not a weed, not a "weak sister" plant. Not a pest, not a disease of any kind, some of them with as many as 100 blooms—can you imagine it? Globe trotters say in all the world no pansies like these!

Right here I must mention the trial gardens under the supervision of Donald ("Bud") Steele. Here are to be found hundreds of plants, some of them three feet in diameter—a solid mass of blooms covering the entire plant with a blaze of color. Every plant is a selected specimen and you may well say the seed selected in these gardens is priceless. It is used for growing the planting stock for the seed fields of the following year. In a special secluded spot was a bed of Jumbo plants last summer and every plant that went into this bed bore a flower measuring *four or more inches* in diameter! And all field grown at that.

It is part of my special duties to assist Bud in picking his selections in the trial gardens. It is also another duty of mine to select the seed for separate colors, which must be taken from specimen plants and requires going over each garden several times to get as little as an ounce, as all plants in Steele's Pansy Gardens are grown from seed stock from plants that show high merit in size, color, form, and substance and true to type.

The marvelous germinating quality of Mastodon pansies is partly because of perfect climatic conditions in Oregon; warm, sunny weather with no showers to damage the ripening seed on the plants; no intense heat to cause premature development before the seed has attained perfection in its germinating powers.

I hope that E. J. Steele, Jr., will tell you later, how, during a period of over three weeks he cures this seed so perfectly that 75% shells itself.

I must tell you how courteous and well behaved our pickers are. None of us thinks she could manage the business of the Gardens any better than the Chief does. None of us complain that "there are too darned many straw bosses around here!" None of us ever get the idea we have nothing more to learn in this world. None of us ever think that we are picking green seed or that we are failing to find all the ripe seed.

None of us talk loudly or too much. None of us ever mention our own family troubles. Nobody brings the latest news about the neighbors affairs. Even the young unmarried ladies do not tell us the names of their boy friends and because of our genteel manners you can readily see that we pick a lot of seed in an eight-hour day.

I am sure that I can speak for every woman on our harvesting staff when I say that we all enjoy our work and count the days until the new crop comes in. Always before the harvest ends we have a grand picnic, including the entire ranch and office staff. And we wish that all of you who love the pansy could also be with us. Come and see us "some time".

*Mrs. A.A. Rands*





Air Mail orders from East of Mississippi  
River save 2 days; West of same 1 day.  
Postage 5c

## STEELE'S PANSY GARDENS

East 42nd at Powell Street

Date.....

Portland, Oregon, U. S. A.

Send the following ORDER, by..... Amt. Enclosed.....

Name..... Street.....

R. F. D..... Box..... Postoffice..... State.....

### Pansy

	PRICE
oz. Jumbo Mixed, 1930 novelty	.....
oz. "400" Mixed .....	.....
oz. Miracle Mixed .....	.....
oz. Greenhouse Special Mixed ...	.....
oz. Masterpiece Mixed .....	.....
oz. Mlle. Irene, tango red.....	.....
oz. Golden Gate, yel, dk. center	.....
oz. Striata, striped .....	.....
oz. Improved Vulcano, burg. red	.....
oz. Improved Isabelle, new.....	.....
oz. Panama-Pacific, yellow .....	.....
oz. Parisian Yellow, pure.....	.....
oz. Bronze .....	.....
oz. White, dark center.....	.....
oz. Grand Duke Michel, white....	.....
oz. Madame Perrett, rose shades	.....
oz. Black .....	.....
oz. Madame Steele, Elk's purple	.....
oz. Prince Henry, dark blue.....	.....
oz. Beaconsfield .....	.....
oz. Adonis, light blue.....	.....
oz. Sea Blue, 1930.....	.....
oz. Ramona, mauve Pink.....	.....
Extra Unprinted Pansy Poster	.....
TOTAL	.....

### Winter Flowering Sweet Peas

	PRICE
oz. Fortyniner, new, bright orange .....	.....
oz. Sunray, creamy cerise.....	.....
oz. Morse's Giant Rose.....	.....
oz. Spring Song Pink (New).....	.....
oz. Lavender Harmony .....	.....
oz. Vulcan, bright scarlet.....	.....
oz. Glitters, bright rose cerise...	.....
oz. White Harmony .....	.....

### Diener's Petunias

pkt. Pink .....	.....
pkt. Red .....	.....
pkt. Red, with black center.....	.....
pkt. Mauve, royal purple.....	.....
pkt. Giant Pink Glory.....	.....
pkt. Theodosia, deep rose pink...	.....
pkt. Double Ruffled Monsters Mixed .....	.....

TOTAL .....

How to get a four color Pansy Poster free. See Catalog.

Can't you send us the name of another Commercial grower ?

(over)

# Complete Copy Classified Pansy Ads

"Review" March 24, 1927, Edition

Eleven wholesale growers use "Steele's" Stock and mention it. Two of the four not mentioning "Steele" buy our seed. Will they all be using it soon? We wonder!

**E. J. Steele**  
Manager

## The Florists' Review

MARCH 24, 1927

### PANSIES

#### PANSY PLANTS.

From our giant-flowering mixture of show varieties.

Unsurpassable in quality.

also in separate colors of red, white, yellow, blue, bronze and bright blue, plants well rooted, strong and stocky.

\$4.00 per 1000.

\$3.50 per 1000 for 5000 or more.

Large, bushy plants,

\$0.50 per 1000.

PITZONKA'S PANSY FARM,

Bristol, Pa.

Panicles. The Tuslatin Valley Seed Farm will be in a position to furnish to the trade some 96 separate colors, all being colors found in our Greater American Perfection Mixture and the Masterpiece. These are strains of the largest giant flowers with orchid colors so blended as to make them ideal cut-flower varieties.

2500 seeds, \$1.00; 6000 seeds, \$2.00; 12,000 seeds, \$4.00; 30,000 seeds, \$8.00; 40,000 seeds, \$10.00; 50,000 seeds, \$12.00. These prices are for either variety.

Tuslatin Valley Seed Farm, Reedville, Ore.

Panicles, Steele's Miracle Mixed, the finest Steele strain, in bud and bloom; coldframe-grown, short, stocky, bushy, well-shaped, frost-proof and freeze-proof, strong plants; strong stems, grown on new ground and the best we have ever had; all the new wonderful and astonishing shades and colors in marvelous and even startling combinations, including the new ruffled glaucous and striped reds and whites. Nothing like these, at \$2.00 per 100, \$15.00 per 1000. Fast delivery means the best train.

Brilliant Greenhouses, St. Joseph, Mo.

200,000 LARGE, STOCKY PANSIES,

September transplanted, field-grown,

bud and bloom.

Steele's Mastodon, Miracle and Masterpiece; Steele's Greenhouse Special; Vaughan's International; also Henry Metta's Triumph of the Giants; all salable stock; none better.

\$1.70 per 100, \$15.00 per 1000. Cash.

BRILL CELESTY GREENHOUSES,

Kalamazoo, Mich.

Pansy plants, Florists' Mixture, also Masterpiece from best seeds obtainable regardless of price; fall transplanted, stocky and clean; good foliage; a mass of fibrous roots to help them start off in their new homes; ready to come in bud, \$1.00 per 100, \$9.00 per 1000.

Eco Salvia, Sunpa, Stocks and Lapins add.

H. J. Potemkin, Muskegon, Ind.

Panicles, 200,000 of asperb strain in bud; fall transplanted; from seed of my own raising, the result of twenty-five years' selection:

\$1.75 per 100, \$15.00 per 1000;

\$2.25 per 100, \$20.00 per 1000;

\$3.00 per 100, \$25.00 per 1000.

Express only. Cash, please.

Leonard Conklin, Concord Junction, Mass.

Pansy plants, strong three months old, coldframe-grown. Seedling of Steele's celebrated Greenhouse Special; very fine out of doors; plants throw mammoth blooms on long stems in a wonderful variety of rich colors; 75c per 100, \$5.00 per 1000. Packing free. Cash, please.

Elgin Plant Co., Elgin, Ill.

200,000 large, stocky, transplanted, coldframe-grown Steele's Pansies, ready now and later, \$1.50 per 100 postpaid, \$10.00 per 1000; express collect. These plants are budding with some blooms. No charge for packing. Satisfaction guaranteed.

Lockwood Greenhouse, Lockwood, Mo.

Panicles, Steele's Greenhouse Special, transplanted, outdoor-grown, some in bud and bloom, \$11.50 per 1000. Cash.

S. D. Williams, Van Buren, Ark.

Pansy plants, from Steele's special strain, October reset in frames, grown cool; strong, stocky plants, \$2.50 per 100.

The East Lawn Gardens, Urbana, O.

Steele's Greenhouse Special Pansy seedlings, September sown outside. \$4.00 per 1000.

Sunnyside Florists, Burlington, Ia.

Panicles, Steele's Mastodon, cold frame-grown seedlings, 75c per 100, \$3.50 per 1000.

The Webster Greenhouses, Centralia, Ill.

Pansy Steele's Mastodon, July sown and transplanted, fine plants, \$1.50 per 100, \$12.00 per 1000.

Anthony Delserque, Youngwood, Pa.

Steele's Pansies, strong, healthy transplanted, \$10.00 per 1000. Becker Gardens, Fort Dodge, Ia.

Steele's Pansy plants, once transplanted, \$3.00 per 1000.

F. C. Smith, Ashland, Wis.

### PELAGONIUMS

PELAGONIUMS A SPECIALTY

## STEELE'S PANSY GARDENS

# Winter Flowering Sweet Peas

**EARLY FORTYNINER**—1930 novelty. A deep yet bright true orange shade, making a glorious bunch. Price: oz. 85c; 4 ozs. \$2.75; 8 ozs. \$5.25. lb. \$10.00.

**SUNRAY**—A glowing, soft cerise on cream ground. New. Price: oz. 50c; 4 ozs. \$1.75; 8 ozs. \$3.50; lb. \$6.50.

**MORSE'S GIANT ROSE**—Early Giant Rose is a vigorous grower with longer stems than other Rose Pink varieties. It is a free bloomer and the flowers are very large and beautifully frilled. The shade is a rich clear rose pink. Price: oz. 50c; 4 ozs. \$1.75; 8 ozs. \$3.50; lb. \$6.50.

**SPRING SONG**—A beautiful, bright salmon rose pink. Price: oz. 50c; 4 ozs. \$1.75; 8 ozs. \$3.50; lb. \$6.50.

**LAVENDER HARMONY**—A strong growing, free flowering shade of lavender. Price: oz. 50c; 4 ozs. \$1.75; 8 ozs. \$3.50; lb. \$6.50.

**VULCAN**—For a real bit of bright color Vulcan fills the bill. Large flowers of bright scarlet which do not burn even in the strongest sunshine. Price: 1 oz. 50c; 4 ozs. \$1.75; 8 ozs. \$3.50; lb. \$6.50.

**GLITTERS**—Early Glitters has always been popular with growers and florists alike. It is a fine bright rose cerise under glass. Large flowers and a good grower. Price: oz. 50c; 4 ozs. \$1.75; 8 ozs. \$3.50; lb. \$6.

**WHITE HARMONY**—A strong growing, black seeded pure white. Being black seeded it germinates easily. It is a pure solid white. The stems are long, flowers large and of exquisite form. Price: 1 oz. 65c; 4 ozs. \$2; 8 ozs. \$4; lb. \$8.50.



**MORSE'S GIANT ROSE**  
1-3 Natural Size



No. 8. Diener's Ruffled Monsters in 3-inch pots, 12 weeks after sowing

## DIENER'S PETUNIAS

Over eight thousand florists raised our Petunias last year and we have heard nothing but praise of their high quality. All of our seed bearers are first raised in 3-inch pots and must conform to the type you see in the accompanying picture of this catalog. This makes the producing of the seeds more expensive, but results in the high quality of our seeds. Every plant is dwarf and stocky. no pinching or staking necessary and they sell at sight. Over 500 seeds per trade packet.

### RUFFLED MONSTER TYPE (Single)

*Average about 90% true*

No.		Tr. Pkt.
1.	<b>PINK</b> —Strongly veined center. Flowers 6 to 8 inches in diameter. One of the largest in existence.....	\$0.50
2.	<b>RED</b> —Flowers 5 to 7 inches in diameter.....	.50
5.	<b>RED WITH BLACK CENTER</b> .....	.50
20.	<b>MAUVE</b> —Center heavily veined with royal purple. One of the most exquisite and most popular varieties. Flowers average 5 inches across. Very fragrant .....	.50

### OTHER VARIETIES OF SMALLER SIZE (Single)

No.		Tr. Pkt.
19.	<b>GIANT PINK GLORY</b> —This is one of the varieties which attracts the attention of customers immediately. Very large.....	\$0.50

30.	<b>THEODOSIA</b> —Deep rose pink. Medium size with edges heavily frilled. Very good for pot plants and bedding .....	\$0.50
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### DOUBLE PETUNIA TYPES

No.		Tr. Pkt.
38.	<b>DOUBLE. RUFFLED MONSTERS MIXED</b> —Same colors and sizes as single Ruffled Monsters, but double. Bring enormous flowers. Excellent for 4 or 5-inch pots or bedding. Average amount of double varieties in this mixture is 50% .....	\$1.00

One packet each of 7 varieties—Price \$3.50

# Steele's Pansy Gardens

Portland, Oregon, U. S. A.

Wholesale Prices Net

1931 Crop

Each and every strain listed on this page is a genuine "Steele's Mastodon"

**Jumbo Mixed**—1930 Novelty. These gigantic flowers, in our open field, with no special care whatever, were exhibited at the Northwest Flower Show in Seattle, measuring up to  $4\frac{1}{4}$  inches in diameter! In all our 38 years as pansy specialists we have never seen a strain of pansies anywhere near their equal in average size; also has a fine wide range of bright colors. Price:  $\frac{1}{32}$  oz. \$0.85;  $\frac{1}{16}$  oz. \$1.25;  $\frac{1}{8}$  oz. \$2.25;  $\frac{1}{4}$  oz. \$4.25;  $\frac{1}{2}$  oz. \$8.25; oz. \$16; 2 ozs. \$31.00.

**Sea Blue**—New. The most beautiful shade of blue we have ever seen. Very large. Price:  $\frac{1}{16}$  oz. \$0.75;  $\frac{1}{8}$  oz. \$1.25;  $\frac{1}{4}$  oz. \$2.75;  $\frac{1}{2}$  oz. \$5.25; oz. \$10.00; 2 ozs. \$18.00.

**"400" Mixed**—A super Swiss strain. Grand in size, form, color, substance. Huge jewels of velvet and red and gold, with variations of those colors, including shades entirely new. Price:  $\frac{1}{16}$  oz. \$0.75;  $\frac{1}{8}$  oz. \$1.25;  $\frac{1}{4}$  oz. \$2.75;  $\frac{1}{2}$  oz. \$5.25; oz. \$10.00; 2 ozs. \$18.00; 4 ozs. \$34.00.

**Miracle Mixed**—Finest types of our strains, latest novelties. Price:  $\frac{1}{16}$  oz. \$0.75;  $\frac{1}{8}$  oz. \$1.25;  $\frac{1}{4}$  oz. \$2.25;  $\frac{1}{2}$  oz. \$4.25; oz. \$8.00; 2 ozs. \$15.00; 4 ozs. \$26.00.

**Masterpiece Mixed**—Long stems. Best for cut flowers. Price:  $\frac{1}{16}$  oz. \$0.85;  $\frac{1}{8}$  oz. \$1.50;  $\frac{1}{4}$  oz. \$2.75;  $\frac{1}{2}$  oz. \$5.25; 1 oz. \$10.00; 3 ozs. \$27.00; 4 ozs. \$34.00.

**Greenhouse Special Mixed**—Fine market strain. Price:  $\frac{1}{16}$  oz. \$0.65;  $\frac{1}{8}$  oz. \$1.00;  $\frac{1}{4}$  oz. \$1.75;  $\frac{1}{2}$  oz. \$3.25; 1 oz. \$6.00; 2 ozs. \$11.00; 3 ozs. \$15.00; 4 ozs. \$19.00.

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**Golden Gate**—A monster Golden Yellow.

**Striata**—Striped sunburst.

**Mlle. Irene**—A henna red type, new to pansies.

**Vulcano**—Burgundy red.

**Isabelle**—A ruffled bronze and yellow.

The price of each of the five varieties named above is:  $\frac{1}{16}$  oz. \$0.85;  $\frac{1}{8}$  oz. \$1.25;  $\frac{1}{4}$  oz. \$2.50;  $\frac{1}{2}$  oz. \$4.75; oz. \$9.00.

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**Panama Pacific**—A large yellow.

**Parisian Yellow**—A pure yellow.

**Bronze**—Very large. Many shades.

**White (dark center)**—Very large.

**Black**—Nearly all jet black.

**Grand Duke Michel**—The largest all-white pansy.

The price of each of the eleven varieties named above is:  $\frac{1}{16}$  oz. \$0.65;  $\frac{1}{8}$  oz. \$1.00;  $\frac{1}{4}$  oz. \$1.75;  $\frac{1}{2}$  oz. \$3.25; 1 oz. \$6.00.

Owing to variations in soil, climate, care and cultivation, we are not responsible for the crop.

We do not offer seed packets of a size smaller than those listed above

WHOLESALE ONLY